

Complete if Known

Application Number: 09/351,857
Filing Date: July 13, 1999
First Named Inventor: Rick W. LANDSMAN
Group Art Unit: 2787
Examiner Name:

A circular stamp from the Office of Intellectual Property (OIP). The text "OIP" is at the top, "SEP 27 1999" is in the center, and "PATENT & TRADEMARK OFFICE" is at the bottom. The number "3381" is written vertically on the right side.

Sheet	1	of	2	Attorney Docket No.:	UCC-1/CIP/D5-1
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U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

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~~Group 2700~~

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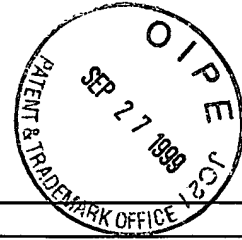
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Sheet 2 of 2 Attorney Docket No.: UCC-1/CIP/D5-1

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
Sub Sew	AM.	"Web Ads Start To Click", <u>Business Week</u> , 6 October 1997, pages 128, 130-132, 134 and 138.	
	AN.	P. van der Linden, <u>Just Java 1.2 - fourth Edition</u> , (© 1999, Sun Microsystems, Inc.), specifically Chapter 13, "All About Applets", pages 322-346.	

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		Group Art Unit: 2787	2787
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SL	AA.	EP 0 818 742			1-14-1998		
SL	AB.	WO 97/21183			6-12-1997		

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

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	AC.	Y. Kohda et al, "Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser", <u>Computer Networks and ISDN Systems</u> 28, Elsevier Science B.V., 1996, pp. 1493-1499.	

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CH	AA	6,014,698		Griffiths	01-11-2000	709/224	
	AB	6,011,537		Slotznick	01-04-2000	345/115	
	AC	6,009,410		LeMole et al	12-28-1999	705/14	
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	AE	5,996,007		Klug et al	11-30-1999	709/218	
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	AL	5,963,909		Warren et al	10-05-1999	705/1	
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	AO	5,948,061		Merriman et al	09-07-1999	709/219	
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	AW	5,923,853		Danneels	07-13-1999	395/200.68	
	AX	5,918,214		Perkowski	06-29-1999	705/27	
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	BA	5,897,622		Blinn et al	04-27-1999	705/26	
	BB	5,870,769		Freund	02-09-1999	707/501	
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	BE	5,838,458		Tsai	11-17-1998	358/402	
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	BH	5,805,815		Hill	09-08-1998	395/200.48	
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Group Art Unit: 2787

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21	BK	5,781,894		Petrecca et al	07-14-1998	705/14	
	BL	5,768,508		Eikeland	06-16-1998	395/200.32	
	BM	5,761,601		Nemirofsky et al	06-02-1998	455/3.1	
	BN	5,737,739		Shirley et al	04-07-1998	707/512	
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	BX	5,629,978		Blumhardt et al	05-13-1997	379/201	
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	BZ	5,615,131		Mortensen et al	03-25-1997	364/514 A	
	CA	5,606,359		Youden et al	02-25-1997	348/7	
	CB	5,602,905		Mettke	02-11-1997	379/96	
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	CD	5,594,779		Goodman	01-14-1997	379/59	
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	CI	5,564,043		Siefert	10-08-1996	395/600	
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	CK	5,541,986		Hou	07-30-1996	379/201	
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Examiner Signature	H. J. [Signature]			Date Considered	8-6-03		

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SSK	CT	5,442,771		Filepp et al	08-15-1995	395/650	
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	CV	5,418,549		Anderson et al	05-23-1995	345/145	
	CW	5,412,720		Hoarty	05-02-1995	380/15	
	CX	5,392,447		Schlack et al	02-21-1995	395/800	
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	DI	5,321,740		Gregorek et al	06-14-1994	379/96	
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SA	EA	5,029,104		Dodson et al	07-02-1991	364/514	
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SA	EH	EP 0 903 903 A2			03-24-1999		
	EI	EP 0 822 535 A2			02-04-1998		
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	EM	JP 9-114781 *			05-02-1997		
	EN	KR 97-78058 **			12-12-1997		
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	EP	WO 98/25198			06-11-1998		
	EQ	WO 96/30864			10-03-1996		

* English language abstract enclosed.

** English language database record (Derwent) enclosed.

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SA	ER	C. Taylor, "Going Beyond the Banner", <u>Adweek Marketing Week</u> (now <u>Brandweek</u>), Interactive Quarterly Section, July 8, 1996, pages 22 et seq (downloaded as six pages, specifically pages 36-41).	
SA	ES	J. Hodges, "Marketers play web games as serious biz", <u>Advertising Age</u> , Interactive Media and Marketing section, March 14, 1996, one page.	

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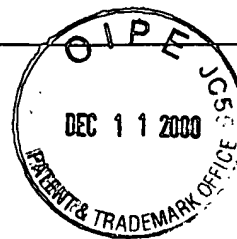
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				Group Art Unit	2176
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Sheet	1	of	2		

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✓	AA	6,167,453		Becker et al	12-26-2000	
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	AJ	5,999,740		Rowley	12-07-1999	
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	AN	5,781,894*		Petrecca et al	07-14-1998	
	AO	5,737,619*		Judson	04-07-1998	
	AP	5,572,643*		Judson	11-05-1996	
✓	AQ	5,347,632*		Filepp et al	09-13-1994	

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Examiner Signature		Date Considered	8-6-03
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet	2	of	2
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Complete if Known

Application Number	09/351,857
Filing Date	July 13, 1999
First Named Inventor	Rick W. Landsman
Group Art Unit	2176
Examiner Name	
Attorney Docket Number	UCC-1/CIP/D5-1

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

[illegible]

Examiner
Signature

Date
Considered

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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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Sheet	1	of	1
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Application Number	09/351,857
Filing Date	July 13, 1999
First Named Inventor	Rick W. Landsman
Group Art Unit	2176
Examiner Name	
Attorney Docket Number	UGC-1/CIP/D5-1

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Group 2100

[illegible][illegible]

*Copy of reference not enclosed as having been submitted in previous information disclosure statement
 **English-language abstract enclosed.

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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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(u1cd5.1suppids-1449/33/ks)



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Sheet 1 of 1

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Application Number	09/351,857
Filing Date	July 13, 1999
First Named Inventor	Rick LANDSMAN
Group Art Unit	2176
Examiner Name	
Attorney Docket Number	UCC-1/CIP/D5-1

U.S. PATENT APPLICATION DOCUMENTS

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Sheet	1	of	1
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Filing Date	July 13, 1999
First Named Inventor	Rick W. LANDSMAN
Group Art Unit	2176
Examiner Name	
Attorney Docket Number	UCC-1/CIP/D5-1

U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

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